

IDAHO INTERNATIONAL TRADE PUBLICATION



SEPTEMBER 2005

Secretary of Commerce's Business Development Mission to Central America

U.S. Commerce Secretary Carlos M. Gutierrez is leading a U.S. business development trade mission to Guatemala, Honduras, and El Salvador October 16-22, 2005. This mission is intended to further explore the new Central American-Dominican Republic Free Trade Agreement and the opportunities it poses for United States businesses. Take advantage of this opportunity and apply to the mission.

Why join in this mission?

As a member of this U.S. trade delegation, you will hold business-to-business matchmaking appointments with local companies and attend meetings with key government officials, American and local chambers of commerce, and industry and trade associations. Business in Central America will only continue to grow with CAFTA in place, so take advantage of your chance to get a step ahead and make connections that count.

For more information about the
Secretary's Trade Mission to Central America,
visit
<http://www.buyusa.gov/centralamerica/en>

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SPECIAL POINT OF INTEREST:

Seminar "Exporting:
Where is the money?"
is being held on
September 27.

Why is CAFTA-DR important?

- CAFTA-DR is going to allow for the alleviation of duties between Central America and the United States. In fact, 80% of all tariffs will end immediately upon the agreement's enforcement, and the CAFTA-DR area will be duty-free within 10 years. This means that doing business in Central America is going to be easier and more beneficial for you.
- The CAFTA-DR region is the second-largest export market in Latin America. It is the 10th largest export market in the world, and last year alone United States exports to the area totaled over \$15 billion. This is a great opportunity to take advantage of this market!



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Exporting: Where is the Money?



The SBA, SCORE, The U.S. Commercial Service, and Idaho Commerce and Labor are pleased to present the "Exporting: Where is the money?" Seminar on September 27, 2005 from 8 am - noon.

This is a great chance for exporters or companies interested in the global market to explore their opportunities abroad. The seminar will cover various aspects of financing as well as show you how to maximize your export sales. Speakers and panels will address your individual finance questions. If you are interested in acquiring the tools necessary to establish bank relationships, payment method plans, and more, don't miss out on this excellent opportunity. For more information or to register, check out the flyer on our Events page:

<http://www.buyusa.gov/boise/events.html>

Upcoming Business Opportunities

- Interested in learning how to break into the Asian market? CS Singapore has organized a **Business Opportunity Event** for Manufacturers Nov. 7-11, 2005 which will be held in conjunction with Safety and Security Asia, November, 2005 in Singapore. Companies need not be in the Safety and Securities Industry, but those in the industry may be especially interested in participating. Participants will be able to set up meetings with potential agents and distributors, government officials, and more. For more information, check out http://www.buyusa.gov/singapore/en/business_opportunities.html
- Wine for Asia 2005** is being held November 10-12 in Singapore. This is a great chance to showcase your wine, introduce new products, and forge new partnerships. U.S. wine brands are growing in popularity in Asia, so act now and secure business opportunities! For more information, visit http://www.export.gov/eac/show_detail_trade_events.asp?EventID=22618
- Business Opportunities Seminar: **"Australia Now."** Held Thursday, September 22, from 8:00 am-1:30 at the Red Lion Hotel in Seattle, Washington. Those involved in IT, biotech, health, and the medical sector will be interested in learning more about opportunities in Australia. For more information, check out <http://www.buyusa.gov/seattle/australianow.html>
- Attend the **Hong Kong Business Luncheon** to be held in Boise on Friday, October 21, 2005 at the Hilton Garden Inn. The luncheon runs from 11:30 am to 1:30 pm, and will include guest speaker Mike Rowse, Director-General of Investment Promotion at Invest Hong Kong. A Question and Answer session will follow. This is a great chance to find out more about business in Hong Kong! Mark your calendar and watch your e-mail for more information.



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The Market of the Month: The Nordic Region

The Nordic region (Denmark, Finland, Norway and Sweden) is an important trading partner for the United States and is a promising market for U.S. businesses. The Nordic countries, which consist of 24 million consumers, are among the wealthiest in the world. Trade with the Nordic region is helped by impressive infrastructure, telecommunications, and transportation. It is a great test market for companies interested in expanding their exports into Europe, and their accessibility to the Baltic Countries and Northeastern Russia act as a gateway to even more business.



A Few Facts about the Nordic Region

Population: 24.2 million

Capitals: Copenhagen (Denmark), Helsinki (Finland), Oslo (Norway), Stockholm (Sweden)

Government types: Constitutional monarchy (Denmark, Norway, Sweden), Parliamentary republic (Finland)

Languages: Danish, Finnish, Norwegian, Swedish

GDP (2003): Total USD 836 billion (Denmark USD 212 billion, Finland USD 177 billion, Norway USD 221 billion, Sweden USD 226 billion)

Primary Import Partners: EU, the United States, Asia

Imports from the U.S. (2003): Total USD 8.45 billion (Denmark USD 1.82 billion, Finland USD 1.92 billion, Norway USD 2.77 billion, Sweden USD 1.94 billion)

Best Prospects for U.S. Exporters



- Automotive Parts and Accessories (Sweden)
- Computer Hardware and Software
- Distribution and Warehousing Services (Denmark)
- Environmental Technologies
- Franchising
- Medical Equipment, Biotechnology, Drugs and Pharmaceuticals
- Oil and Gas Equipment and Services (Denmark and Norway)
- Renewable Energy
- Safety and Security
- Telecommunication Equipment and Services
- Travel and Tourism

Interested in doing business in the Nordic countries? Contact Amy Benson at (208) 364-7791

For more information on the Nordic region, check out http://www.export.gov/comm_svc/press_room/marketofthemonth/nordic/nordic.html

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